TAKING PICTURES WITH THE ANSCOFLEX

Ansco • BINGHAMTON, NEW YORK

TAKING

PICTURES
WITH THE

ANSCOFLEX

CAMERA

THE ANSCOFLEX CAMERA

takes 12 pictures this size
(2¼ x 2¼ inches) on
Ansco 620 film

The designers and engineers of Ansco's Camera Plant and Raymond Loewy Associates have combined their skills to bring you this modern, convenient, color-styled, reflex-type camera. Its modern design incorporates many fine features not usually found in inexpensive reflex cameras.

You need not be an expert photographer to take good pictures with your Anscoflex — it is simple to use. You can take pictures as close as five feet. However, read through these instructions carefully and practice operating it without film before taking the first pictures.

THE CAMERA FRONT

The aluminum front of the camera is not only a protection for the camera lens, but opens to form the light shield for the viewing lens. Care should be used to always open and close the camera by carefully pushing on the extension piece at the bottom of the cover plate.

Make certain that the cover plate is raised all the way to the top so it does not obscure the viewing lens.

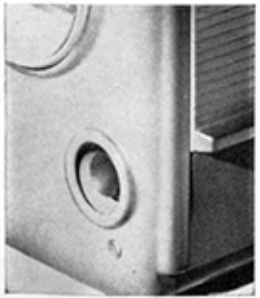
THE CAMERA BACK

To open the camera back, the front plate must first be raised to form the light shield around the viewing lens. Then, press the red button just behind the viewing lens. This releases the locking catch and the hinged back can be easily swung open. It is closed by merely pressing the back into position until a "click" indicates it is locked.

TAKING THE PICTURE

COMPOSE THE PICTURE

Take time to compose your picture in the viewfinder on the top of the camera. The difference between just an ordinary snapshot and a photograph is a little time and thought given to how the subject looks in the viewfinder. Just check, are you cutting people's heads off in the viewfinder; is there a telephone pole or tree "growing out of your subject's



head"; is there a line of clothes or other distracting object in the background? Try to make your pictures tell a story, yet keep them simple and uncluttered. What you see in your viewfinder will make your final print.

One of the best rules of lighting for the average picture is to locate your subject so the sun is coming over your shoulder. This will give a good front lighting for even distribution of light. However, with a little practice, interesting and pleasing pictures can be taken which are backlighted or side-lighted.

MAKE THE EXPOSURE

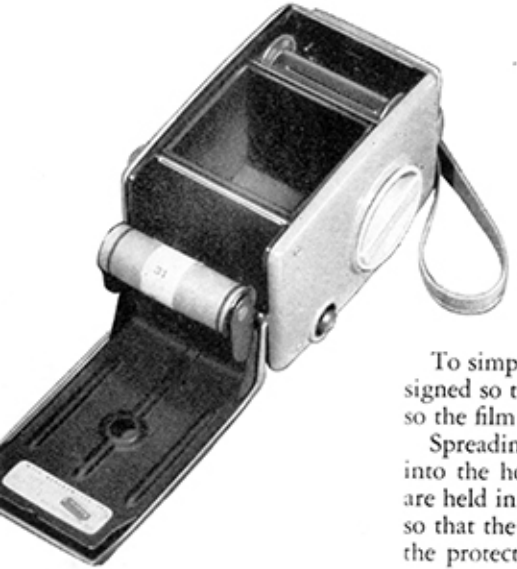
An exposure is made by depressing the red shutter release button on the side of the camera. This button will remain depressed after the exposure until the first turn of the winding knob in the process of winding the film to the next number. This locking action prevents the user from making double exposures in error.

Be sure the camera is held steady and level when making an exposure. Depress the shutter with a firm, slow motion to avoid movement of the camera. Make sure that the shutter release is pushed in ALL THE WAY. When you press the shutter release button, more than one distinct "click" will be heard. You have not taken a picture until the button is depressed ALL THE WAY. Practice this a few times and it won't give you any trouble.

WIND THE FILM

After each exposure the film is wound to the next number in the red window on the back of the camera. Turn the winding knob one-quarter turn (as far as the action of the knob allows) and return to original position (bar horizontal to bottom of camera). Repeat this action until the next number appears.

Now that you have practiced opening and closing the camera, composing and taking the picture, and winding the film—



LET'S LOAD THE CAMERA

Open the back of the camera and make sure an empty spool is in the upper chamber. Put a spool in by pressing the spool against the spring on the left and fitting the slot of the spool over the stud on the spring. Then lower the spool and fit the slot on the right end over the key. Turn the winding knob a quarter turn to be sure the spool and key are properly engaged.

To simplify loading, this camera has been designed so the film retainer is built into the back so the film is loaded in an easily accessible spot.

Spreading either spring, fit the roll of film into the holder so that both ends of the spool are held in place. The roll should be in position so that the film unrolls with the printed side of the protective paper uppermost.

Break the sealing band and bring the end of the paper up over the back of the camera opening and thread the pointed end into the wide slot in the take-up spool. Be very careful to see that the film travels straight across the opening and *do not* attempt to thread the film under the roller at the edge of the opening.

Turn the winding knob a few turns so the film is securely fastened to the spool. Close the back of the camera and continue winding the film to figure 1 by turning the winding knob back and forth through its full range of action. A pointing hand and a series of dots will appear in the red window on the back before the figure 1. This winding action averages between 45 and 50 forward twists of the winding knob. The film is now in position for the first picture.

UNLOADING THE CAMERA

When the last (12th) picture has been taken, continue winding the film until the backing paper disappears from view in the red window on the back and the film is entirely wound on the take-up spool.

Open back of camera and press back the spring at the left of the chamber. This will release the film so it can be easily removed from the camera. Hold the film firmly so that it will not unroll before it can be secured with the sealing tape.

Remove the empty spool from the lower film chamber and put it in place in the upper chamber so that it will be in position when you next use the camera.

TRIPOD SOCKET

A tripod socket is conveniently located on the bottom of the camera. Not only is it designed to screw onto a tripod, but the Anscoflex carrying case is secured to the camera using this socket.

CAMERA CARE

The design of the Anscoflex tends to protect it from dust. However, the taking lens, viewing lens and viewfinder should be wiped off regularly with a *clean*, lintless cloth. It is also well to make a practice of blowing out the inside of your camera each time you load it.

CARRYING CASE

As an added protection for your camera, put it in an Anscoflex Eveready Carrying Case. It will protect

the camera from scratches, rain and dust. Its grey finish blends well with the camera and is an attractive accessory. The front piece unsnaps so it is out of the way for easy handling.

LENS ACCESSORIES

A Portrait Lens 1+ and a Y45 Yellow Filter (size 27) will aid you in getting special effects with your Anscoflex. The portrait lens will allow you to make close ups from 2½ to 3½ feet from your subject. The Y45 yellow filter gives better cloud and sky rendition when used in bright sunlight for landscape pictures. These accessories are available from your Ansco dealer.

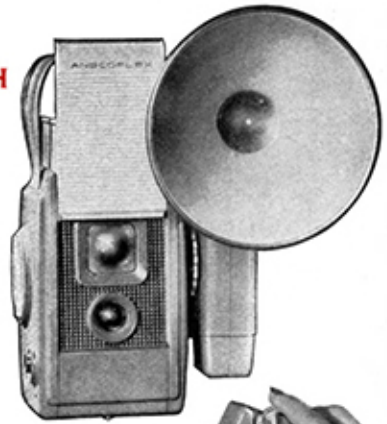
TAKING PICTURES WITH FLASH

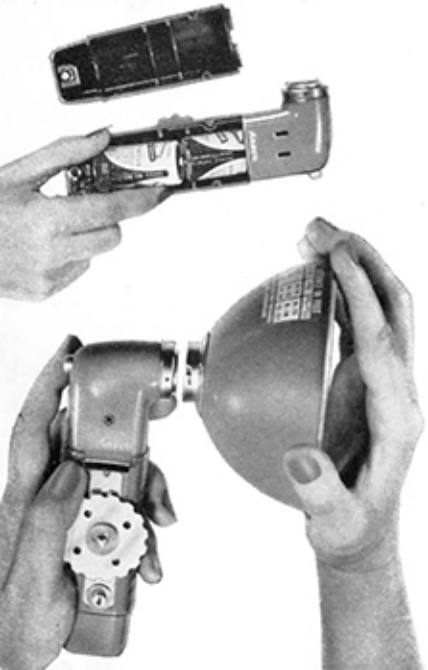
To make pictures "around-the-clock," complete the versatility of your Anscoflex with the Anscoflash Type IV unit. It is finished in the same attractive grey as the camera.

TO ASSEMBLE THE FLASH UNIT

INSERT BATTERIES

Unscrew the coin-slotted screw at the bottom of the battery case. Pull the cover down and slightly outward to remove. Insert two Size C batteries in the case tips up. A battery capacitor cartridge can be used if desired. Put





the cover back in place and tighten up the screw.

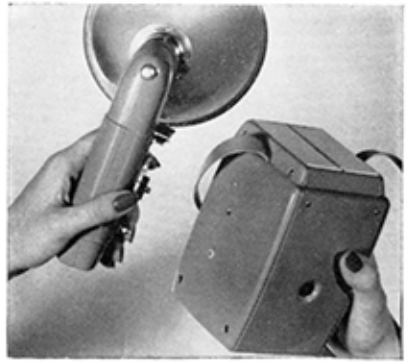
ATTACH REFLECTOR

Line up the two protruding pins on the outer edge of the flashlamp socket with the slots on the ring of the reflector (making certain the decal will be on top when the reflector is in place). Pull upward on the locking spring, push the reflector on and turn the reflector clockwise so it is firmly engaged in the slots.

ATTACH THE FLASH UNIT

Fit the screw and lower prong on the side of the flash unit into the two

holes on the side of the camera. Then turn the tightening screw toward the back of the camera until it is tight and the unit is held firmly in place.



TO USE THE UNIT

INSERT THE FLASH LAMP

Line up the two protruding pins in the base of the lamp with the slots in the socket of the flash unit. Push the lamp into the socket, without turning, until it clicks into place.

Flash pictures are taken in just the same manner as regular pictures. Just compose your picture in the viewfinder and depress the shutter release button. Remember that the Anscoflex is a pre-set camera and you should stay at least 5 feet from your subject (unless a Portrait Lens 1+ is used over the lens).

Use the following table as a guide to determine the camera-to-subject distance for the particular film being used:

Film	Lamp to Subject Distance in Feet		
	SM, SF or M2	#8	#5, #25
Plenachrome	4* - 9	5 - 11	6 - 15
Supreme	5 - 10	6 - 13	8 - 18
Superpan Press	7 - 15	9 - 19	12 - 27

* With Ansco Portrait Lens 1+ and suitable diffuser, flash pictures can be made as close as 2½ to 3½ feet.

See the instruction booklet packed with the Anscoflash Type IV for directions about multiple flash. SM, SF lamps can be used with standard batteries only.

EJECT THE LAMP

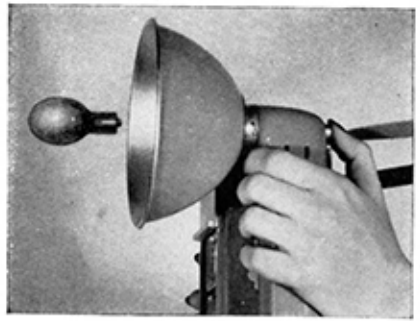
When the exposure has been made and the film advanced, remove the flashlamp by pressing the flashlamp ejector button on the back of the unit. It will throw the lamp out, making it unnecessary to touch the hot lamp.

TO REMOVE THE FLASH UNIT

Remove the flash unit by turning the tightening screw counterclockwise until the unit is released from the camera.

This flash unit was specifically designed with a removable reflector to facilitate storing in gadget bags. To remove the reflector, pull upward on the holding spring and turn the reflector counterclockwise until it is disengaged.

When not in use, it is best to remove the batteries from the case to help prevent corrosion.



A FEW HINTS FOR BETTER PICTURES

- Load and unload in subdued light
- Always stay at least 5 feet away from your subject (unless using a portrait attachment)
- Keep your fingers from in front of the lens
- Don't let the sun strike the lens
- Hold the camera steady and level
- Make every picture tell a story
- Watch your background
- Don't try to include too much in your picture — keep it simple!
- Press the shutter release gently
- Wind film immediately after each exposure
- Ask for Ansco "All-Weather" Film — size 620

CHOOSING THE RIGHT FILM FOR YOUR CAMERA

PLENACHROME — The "All-Weather" film is an orthochromatic film of adequate speed for outdoor pictures and general use. Available in single rolls and the 3-Roll Economy Pak.

SUPREME — A fine-grain fast panchromatic film prized by the pictorialist for all around picture taking.

SUPERPAN PRESS — A high-speed panchromatic film for use under poor light conditions.

If you would like more detailed information about picture taking, get a copy of "Better Photography Made Easy," available through your photographic dealer. If you need additional help, write to Customer Service Department, Ansco, Binghamton, New York.

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